

Therefore, we can say that motivation as a function of management that has both theoretical and immediate practical value. The way a person understands his labour activity and the motives he is guided, effect on his attitude for work.

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INNOVATION DIRECTIONS OF TOURISM DEVELOPMENT

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Tourism industry is growing faster and faster every day. Innovation technologies play an important part in the tourism development.

Innovation is defined by the Australian Bureau of Statistics as: “The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes” [1.27].

Innovation in tourism and service is continuous and necessary process. Its aim is to develop new destinations, create new tours and excursions, offer new tour product at the market. In the conditions of competitive struggle at the market, tour companies try to offer new products and services to clients earlier than competitors all over the world. The field of activity in innovative area of tourism is quite limited. So tourism innovations have to saturate existing natural conditions, many sights, the cultural potential, at most combining services which have never met before in tour package and offering new products at the market.

In the modern practical tourism it's widely used such types of innovations as:

- I. The group of product innovations:
 1. Development new unknown earlier tours at the market
 2. Attraction to the tourism process the new types of resources or creation the resources with earlier set qualities and the new target functions.
 3. Researching the new tourism market segments, including involving into tourism the new natural environment (space), the territories of extreme type (deserts, the Antarctica, equatorial forests etc.)
 4. Creation the new touristic and recreational territories.
- II. The group of technological innovations
 1. Development the new types of logistics of touristic services which improve the quality of services.
 2. Adoption informational technologies of hotel and ticket booking system.
 3. Greening of touristic technology services became the result of growing scale of recreational nature and growing negative touristic influence on the quality of natural systems and their ability to recover.
 4. The know-how in the transport touristic system focused on the reducing delivery time of customers to the resort locality, increasing comfort and cheapening

of transport tariffs.

III. The group of managerial innovations

1. The new methods of marketing cycle realization in tourism.
2. The new methods of staff management in travel agencies. Its aim is to increase the work performance and production efficiency of tourism services.
3. The formation of new hotel and restaurant chains, major tour operators.
4. GIS support for regional tourism management.

The innovation is necessary item in the developing and implementation of tourist products program at the market. Innovation processes differ across industries, or rather, for the purposes of this study, across organizations and regions. Accordingly, the characteristics of innovation in the tourism sector are different from those in other industries. Furthermore, innovation performance among organizations and destinations also varies

Organizations rely on two main forms of innovation performance: knowledge production and knowledge acquisition. Therefore, in order to enhance innovative activity, organizations must create linkages with the environment as well as invest in the internal production of innovation. In spite of the fact that both factors are relevant and mutually supporting, it is possible to identify organizations that acquire more external innovations and others that have more internal innovative capacity.

Accordingly, both determinants should be taken into consideration in the analysis of innovative performance in organizations.

The main purpose of the company is to survive the competitive conditions, interest and attract the maximum number of consumers. The touristic product of a tour company can be stable at the market using the innovative aspects.

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RISKS IN TRAVEL BUSINESS: FIRST STEPS OF A TOUR AGENCY

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About a hundred new travel agencies open in Ukraine a year, but only less than 30% from them "live up" to their third anniversary. Business in this branch is followed by many risks capable to ruin the investor.

Modern travel business in Ukraine over the last ten years made a really huge jump in the development. From 2000 Ukrainian travel agencies started developing until the crisis of 2008 that left only the best players in the market. But in recent